

Daniel Schubert (at top), treasurer and sales manager, and Joseph F. Donaldson, secretary and service manager, of the Menominee Motor Truck Company of New York, Inc.

This light delivery wagon is shown by the Reo Motor Car Company of New York.

dragged a little for everybody during the last sixty days, I am confident that we have already crossed the line of the holiday sag and will see a consistently increasing demand for good trucks in all trucking sizes from now on." While this statement comes from the invariably optimistic S. J. West, it carries weight because the West Motor Company, of

Promptly should soon write off the recent slack period. The big oversize Oneida five tonner is making a splendid impression all over our huge territory, though, of course, roads and bridges limit truck sales in certain States. We are bringing out also a very powerful one ton Oneida with pneumatic tires, designed to hit the spot with experienced truck operators. The buying trend favors the quality truck as never before, in my opinion."

The West Motor Company has an excellent exhibit in Space E-1, Garden, and acceptances indicate it will be inspected by scores of dealers as well as local buyers.

In other places the trees along the roadside form screens so as to break up the long stretches of views and also to give a sense of enclosure. The frame and make more attractive the roadside scenery. Again certain varieties of trees are more suitable for highway planting than others, depending to the use to which they will be put. The factor of planting for the protection afforded the pavement throughout the winter during the snow season is one of the additional points to its life and the assistance given by the proper planting of shrubs and trees in keeping the air and soil from becoming too cold during the winter season will be likewise considered.

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More miles on tires*

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